



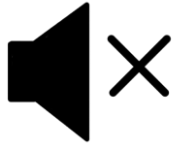
29th Apr, 2025

Ensuring Compliance Through Data Governance: Case Study on Best Practices

- Ragavendra Kinnera, Manager, CSA
- Rashmi P, Senior Solution Architect, CSA
- Akshada Sable, Senior Solution Architect, CSA

Where data & AI come to **LIFE**

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

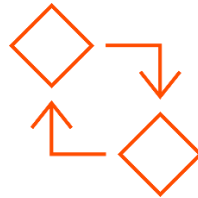
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**

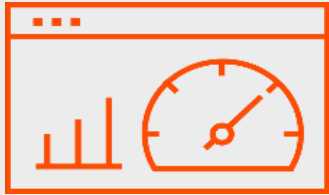


**Informatica
Concierge**



**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

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Where data & AI come to **LIFE**

Industry: HealthCare

Data Analyst



Story : **Data Analyst** is responsible for generating a crucial report on the average length of stay, aimed at providing actionable insights to healthcare providers. This task must be conducted under strict compliance guidelines to ensure adherence to healthcare regulations such as **HIPAA**

Key Compliance Requirements

- **Data Privacy and Protection** : Ensuring compliance with regulations like HIPAA, which mandates the protection of PHI (Protected Health Information)
- **Data Access Controls** : Strict access controls using authentication and authorization protocols to ensure only authorized personnel can access PHI, a key HIPAA requirement
- **Maintaining Data Accuracy** : Compliance requires that all data reported is accurate and up-to-date, necessitating robust validation processes
- **Data Sharing Compliance** : Sharing data must adhere strictly to compliance protocols, including having the right data-sharing agreements in place

Solutions

Cloud Data Governance
and Catalog

Cloud Data Marketplace

Common Data Challenges in Retail

How much business am I doing with each of the suppliers?

Can I track and quantify our ESG efforts to meet corporate goals?

Can users easily access governed and truthful Sales & Inventory data?

Is my product data complete and consistent across all systems?

Can we trust our customer, sales and supplier data?



Do we have complete view of each customer?

Industry: Retail

- DEMO#2: Order data analysis with Rebecca using IDMC

Challenges

Share order and sales data with key partners while protecting sensitivity and ensuring correctness, completeness and quality of the data.

Challenges:

- Trustworthiness and quality of the data
- Data is everywhere! Getting data fit for purpose within timely manner.

Data Analyst
Rebecca Drake



Solutions

Cloud Data Governance
and Catalog

Data Steward
Peter John



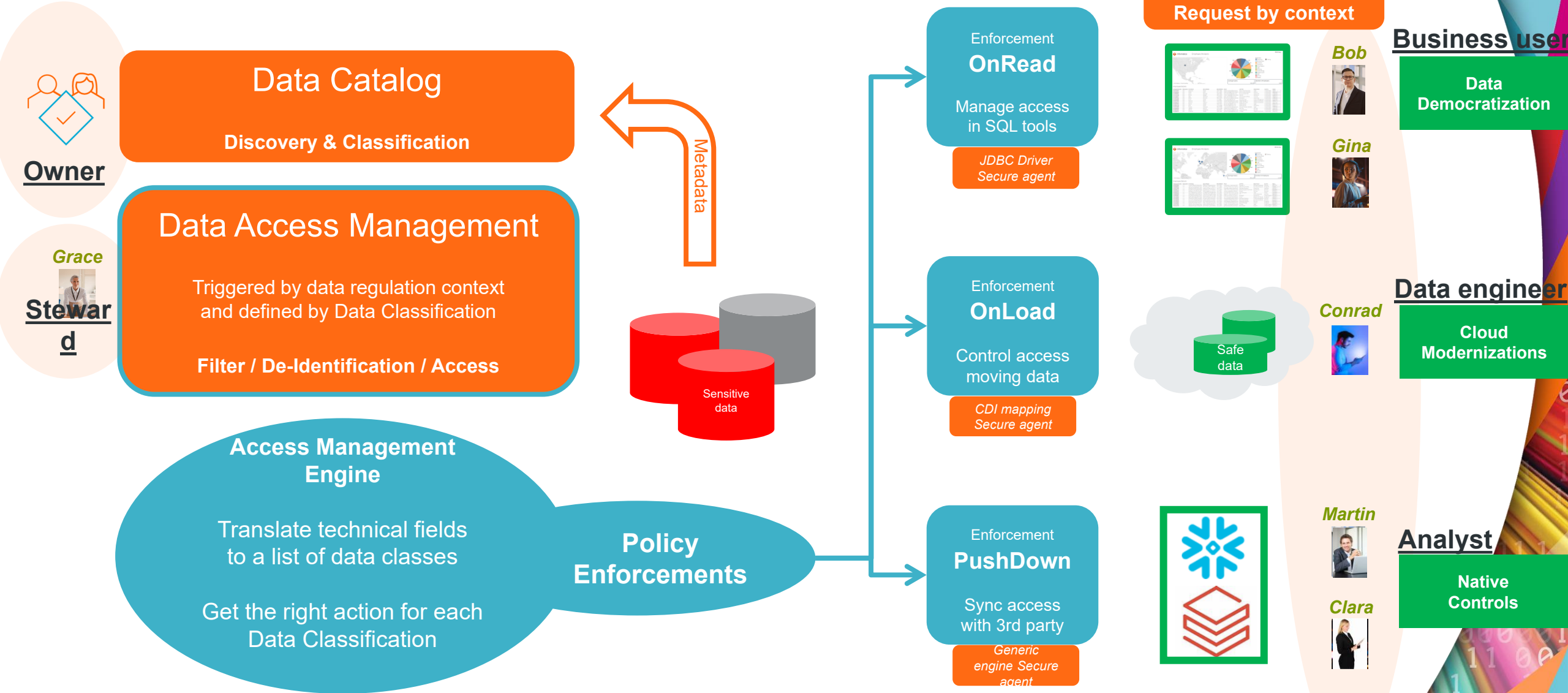
CLAIRE GPT

IDMC Platform

- Data Access Management Solution

**The right Data
To the right People
At the right Time**

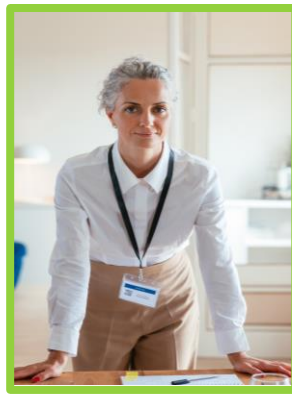
Solutions in IDMC



Industry: BFSI

- DEMO#1: Central data policy governance **with Grace**

Data Steward



Challenges

Ensure all data access is managed by data policies.

Classify and protect no matter where it is and who is accessing.

Challenges:

- She needs to work with **many Data Owners** managing distinct data storage solutions
- No way to define **policies centrally** that could be used in all data usage contexts

Policy
management

Data Filter
Data Protection
Data Access

Demo1

**Central Data
Policy Governance**

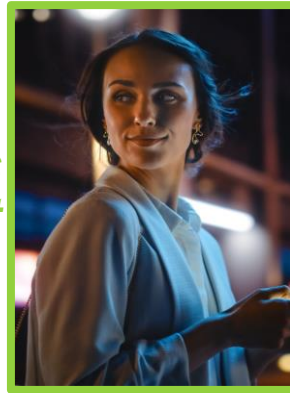
Demonstration

- DEMO#2: Data Democratization

*Sales Manager
(USA)*



Business Analyst



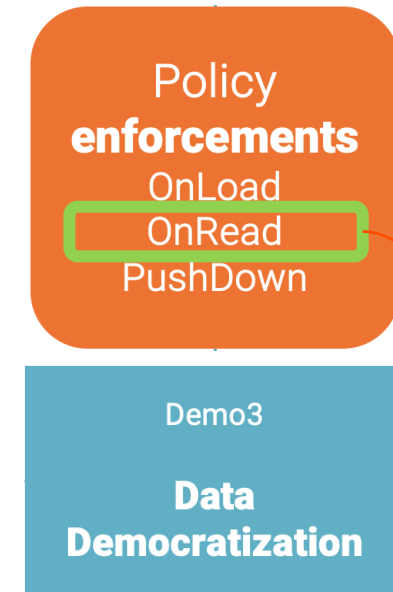
Challenges

Bob needs a report on his customers. He's based in California (CA), US.

Gina needs to analyze customers all around the globe using her favorite SQL query tool, Tableau.

Challenges:

- Gina & Bob spend too much time explaining their projects to too many approvers.
- How to reduce time to get access to the right data?



Data Element Classification
Minimize & Automate Data Classification
Business Account Details
Business Account Name
Business Currency Amount
Business Date
Business Entity Code
Business Entity Name
Business Identifier
Business Measure
Business Phone number
Business Quantity
Business Rate
Business Secrets
Business Tax Identifier
Business Type Status
Tech Email Address
Tech Internal ID str
Tech Internal ID num
Tech Internet IP Address
Tech Web Link Url
Tech IMEI
Location City
Location Coordinates
Location Country Code
Location Country Name
Location County Code
Location County Name

Data Entity Classification
Group by risk
Risk - PII direct identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Not sensitive
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - PII direct identifier
Risk - Business quasi-identifier
Risk - Business quasi-identifier
Risk - PII direct identifier
Risk - PII direct identifier
Risk - PII direct identifier
Risk - PII quasi-identifier
Risk - PII direct identifier
Not sensitive
Not sensitive
Risk - PII quasi-identifier
Risk - PII quasi-identifier

Policy: Data Transfer	Policy: Direct & Indirect identifiers	Policy: Direct identifiers only	Policy: Permitted usage
Policies triggered by usage contexts			
IDENTIFIER	IDENTIFIER	Retain	Retain
NAME	NAME	Retain	Retain
Retain	Retain	Retain	Retain
YEAR-MONTH	YEAR-MONTH	Retain	Retain
CODE	CODE	Retain	Retain
NAME	NAME	Retain	Retain
IDENTIFIER	IDENTIFIER	Retain	Retain
		Retain	Retain
		Retain	Retain
Retain	Retain	Retain	Retain
Retain	Retain	Retain	Retain
Stars6	Stars6	Retain	Retain
TAXIDENTIFIER	TAXIDENTIFIER	Retain	Retain
Retain	Retain	Retain	Retain
EMAIL	EMAIL	EMAIL	Retain
IDS	IDS	Retain	Retain
IDN	IDN	Retain	Retain
ITIP	ITIP	ITIP	Retain
Retain	Retain	Retain	Retain
Keep8FromLeft	Keep8FromLeft	Keep8FromLeft	Retain
Stars6	Stars6	Retain	Retain
Stars6	Stars6	Stars6	Retain
Retain	Retain	Retain	Retain
Retain	Retain	Retain	Retain
Retain	Retain	Retain	Retain
Retain	Retain	Retain	Retain

Create your Techniques!

Secure Healthcare Data Governance

Cloud Data Governance and Catalog and Cloud Data Marketplace from Informatica IDMC



Solutions